

STATE (CA) ENFORCEMENT CAMPAIGNS

Presentation to the NTSB Board
Members

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Gov's Rep. and Director

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California Laws

- ❑ **Ticket - First time \$159+, subsequent \$279+**
- ❑ **CVC 23124 - Total ban for under 18 – July 2008 – secondary for hands free, primary for hand held**
- ❑ **CVC 23123 - Hand held ban - July 2008 – primary enforcement**
- ❑ **CVC 23123.5 - Texting ban – Jan. 2009 – primary enforcement**

CA Observation & Intercept Surveys

- **In 2011, CA conducted the nation's first Statewide observational survey that reported 9% of drivers are estimated to be using either a hand-held or hands-free cell phone while driving in a typical day-light moment**
- **62% stated that texting and talking are the biggest safety concern on California roadways**
- **83.6% of all drivers stated that cell phone conversations or texting while driving constitutes the most serious distractions while driving**

Statewide Convictions

Hand-held :			
	<u>2011</u>	<u>2010</u>	<u>2009</u>
	460,487	361,260	301,833
Texting:			
	<u>2011</u>	<u>2010</u>	<u>2009</u>
	14,886	7,924	2,845
Use of any type of hand-held device by someone under 18 years old:			
	<u>2011</u>	<u>2010</u>	<u>2009</u>
	732	904	1,228

CA Supports National Distracted Driving Awareness Month

- **Kicked-off “It’s NOT worth it” statewide campaign - \$1.5 million**
 - **Developed three commercials**
 - **Used NHTSA commercials**
 - **TV and Radio commercials, billboards, internet and social media**
- **280 police departments and 103 CHP area offices issued 52,664 citations**
- **272 known printed newspaper articles**
- **625 Fixed Changeable Message Signs - “Handheld Cell Ticket - \$159 – It’s Not Worth It ”**
- **Fatal crashes down 7% when comparing April 2011 and April 2010**

Are Hand Held Bans Effective?

- **Overall traffic deaths declined 22 percent**
Hand-held cell phone driver deaths down 47 percent – (two years before and after hand held and texting bans - CA Crash File - U.C. Berkeley)
- **40 percent of CA drivers reported they talk less (handheld and hands free) since enactment of the hand-held cell phone ban.**
- **Insurance Institute for Highway Safety (IIHS) reported that 44 percent of drivers surveyed in states with bans reported they don't use phones (hand-held or hands-free) when driving, compared with 30 percent in states without such laws.**
- **Further, IIHS observational research found that bans on hand-held phoning while driving can have big and long-term effects in curbing hand-held cell phone use. (New York, Connecticut, and District of Columbia)**